

## **Direct Communications Cedar Valley use of Customer Proprietary Network Information for Marketing**

DCCV respects your privacy and observes the privacy rules established by the Federal Communications Commission (FCC) and the Utah Division of Public Utilities. Under federal law, you have the right to confidentiality of information regarding the telecommunication services to which you subscribe and DCCV has the duty to protect that confidentiality. This confidential information includes such things as, specific services you purchase, the number of services purchased, who your provider is for a service, call detail records, and charges related to services purchased. This information is referred to as Customer Proprietary Network Information (CPNI).

DCCV will never sell your account information or provide details of your telephone calls to other parties, unless required by law enforcement.

DCCV is authorized by the FCC to market, without approval, services to our subscribers within the categories of service that are provided to those customers. Specifically, those services are local, long distance, and wireless. DCCV provides local service, our affiliate Direct Mobile provides wireless service, and our affiliate Direct Communications - LD provides long distance service. From time to time we may market additional features within the service(s) already subscribed to from us or our affiliates.

From time to time we may notify you of additional products and services from outside the existing business relationship we have with you. DCCV is permitted to market to our customers service offerings that do not rely upon Customer Proprietary Network Information (CPNI) (i.e. mass mailings). However, when this marketing is based on CPNI, you have the right to be excluded from these marketing campaigns.

If you choose to accept CPNI based marketing information, you need do nothing. However, if you prefer to be excluded from these marketing efforts, please complete, sign, and return the attached form. We will exclude you from any targeted marketing.

*OR*

If you choose to accept CPNI based marketing information, please complete, sign, and return the attached form. However, if you prefer to be excluded from these marketing efforts, you need do nothing. We will exclude you from any targeted marketing.

Your service from DCCV will not be affected by this decision.

If you have any questions, please don't hesitate to call our office at (801) 789 - 2800 or stop in and we will be happy to discuss any concerns you might have.

General Manager

**Notification of Account Changes**

[Date]

[Customer Name]

[Address of Record]

[City, State Zip]

DC-CV respects your privacy and observes the privacy rules established by the Federal Communications Commission and the Utah Division of Public Utilities.

This notice is being sent to you because of changes made to your account. Current Federal Communications Commission rules require that we notify you of certain situations.

Please see the summary below that describes the reason for this notice. Should you have any questions, please do not hesitate to contact us.

Phone Number: \_\_\_\_\_

Name(s) on Account: \_\_\_\_\_

\_\_\_\_\_

Recent changes or account activity:

- ☐ New password was created.
- ☐ Password has been changed.
- ☐ Address of record was changed.
- ☐ Email of record was changed.
- ☐ Back-up questions were used to re-issue a lost or forgotten password.

Account activity was recorded on [Date]. Thank you for your business with DC-CV.

Sincerely,

General Manager